



PLANNING & ZONING REPORT

Zoning Board of Appeals Meeting of May 17, 2022

File # 015-22

APPLICANTS: City of Rockford and Rockford Area Convention & Visitors Bureau

LOCATION: 206 and 208 7th Street

REQUESTED ACTION: A Special Use Permit for a Mural on a building in a C-4, Urban Mixed-Use Zoning District.

EXISTING USE: Commercial buildings

PROPOSED USES: Commercial buildings with mural

DIMENSIONS: 22.28 feet by 157.08 feet. **SQUARE FOOTAGE:** 3,499 sq. ft.

ADJACENT ZONING AND LAND USES:

NORTH:	C-4	Billboard lot, Vacant commercial
EAST:	C-2	Commercial Printing, Warehouse, Blake Awnings
SOUTH:	C-4	Shelter Care Ministries, Northwest Quarterly
WEST:	C-4	Vacant commercial, Midtown offices, Mixed-Use

YEAR 2020 PLAN: CD Mixed Use

SOILS REPORT: None

HISTORY: **File # 016-20:** A Special Use Permit for a mural on a building in a C-2, Limited Commercial Zoning District was approved September 9, 2020 for the property located at 1325 7th Street. This property is located ten (10) blocks south of subject property.

File # 029-18: A Special Use Permit for a mural on a street wall in an R-4, Multi-family Residential Zoning District was approved on September 6, 2018 for the property located at 525 North 6th Street. This property is located five (5) blocks north of subject property.

REVIEW COMMENTS: The Applicant is requesting a Special Use Permit for a Mural on a building in a C-4, Urban Mixed-Use Zoning District. Exhibit A shows that the subject property is located 75 feet southeast of the 7th Street and 1st Avenue intersection. The subject property is surrounded by commercial and residential uses (Exhibit B & C).

The Applicant, in conjunction with the Rockford Area Convention & Visitor's Bureau, is proposing a Special Use Permit to allow murals. Within Section 51-010 of the Zoning Ordinance it states, "murals are allowed in the C-4 District by means of a Special Use Permit provided that positive findings of fact are made by City Council".

Exhibit D shows that the proposed location will be on the north side of the building. The building walls are exposed on the north side and visible from 7th Street, 1st Avenue, Charles Street and East State Street.

Rockford Area Convention & Visitors Bureau, (RACVB) announced in April 2022 that CRE8IV would be returning this year. CRE8IV is a community-building, arts-infused event launched in 2019 as part of RACVB's place making and public art efforts designed to enhance the region for residents and visitors. In its first year, CRE8IV artists painted nine murals in downtown Rockford. Last year, RACVB fundraised and had community support to do eight murals in Rockford and have created 24 murals throughout the Rockford region via CRE8IV since its inception. The locations that have been selected are based on visibility, location and overall pedestrian traffic. The artists for this mural will be Jenny Ustick and Atalie Gagnet. The concept will be based on Rockford Peaches Baseball and will be one cohesive project from the upper wall at 208 7th Street to the lower wall at 206 7th Street. Exhibit E shows examples of past work of the artists.

Staff supports the idea of attracting and encouraging the community in promoting murals. Murals are a growing trend and have a positive effect to the community, allowing art apprentices the opportunity to increase their knowledge and experience installing murals and organizing projects along with gaining technical abilities. Additionally, this proposal is bringing awareness of the talented artists in this community and throughout the country.

There have not been any service calls for the last two (2) years.

Staff feels that this mural will enhance the surrounding area and feels the Applicant's proposed request is reasonable and recommends approval.

RECOMMENDATION: Staff recommends **APPROVAL** of a Special Use Permit for a Mural on a building in a C-4, Urban Mixed-Use Zoning District, subject to the following conditions:

1. Submittal of mural elevation and placement of mural on building for Staff's review and approval prior to installation.
2. A sign permit shall be required including an illustration of the proposed artwork shall be submitted with the permit application.
3. The mural panels may not consist of a vinyl banner material within a frame.
4. The mural must be maintained to meet code.

See attached findings of fact.

SC: DM 05/6/2022

FINDINGS OF FACT FOR APPROVAL OF A SPECIAL USE PERMIT
FOR A MURAL
IN A C-4, URBAN MIXED-USE ZONING DISTRICT
LOCATED AT 206 AND 208 7TH STREET

Approval of this Special Use Permit is based upon the following findings:

1. The establishment, maintenance, or operation of the Special Use Permit will not be detrimental to or endanger the public health, safety, morals, comfort, or general welfare of the community.
2. The Special Use Permit will not be injurious to the use and enjoyment of other property in the immediate vicinity for the purposes already permitted, and will not substantially diminish or impair property values within the neighborhood.
3. The establishment of the special use will not impede the normal or orderly development and improvement of the surrounding property for uses permitted in the district.
4. Adequate utilities, access roads, drainage, and/or necessary facilities have been, are being, or will be provided.
5. Adequate measures have been or will be taken to provide ingress or egress so designed as to minimize traffic congestion in the public streets.
6. The special use shall conform to the applicable regulations of the C-4 District in which it is located.

Exhibit A
206 7th Street
SUP
#015-22

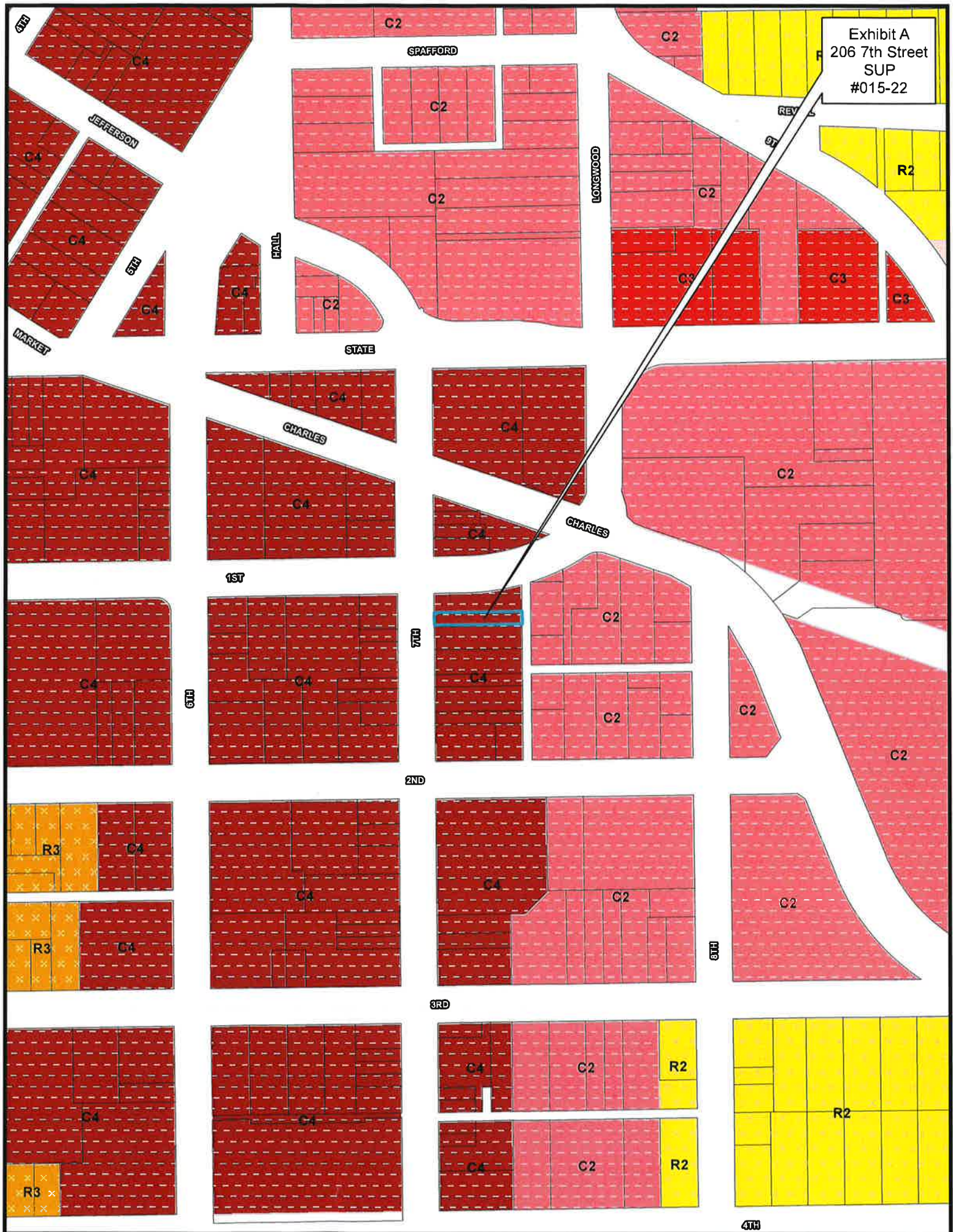


Exhibit B
206 7th Street
SUP
#015-22

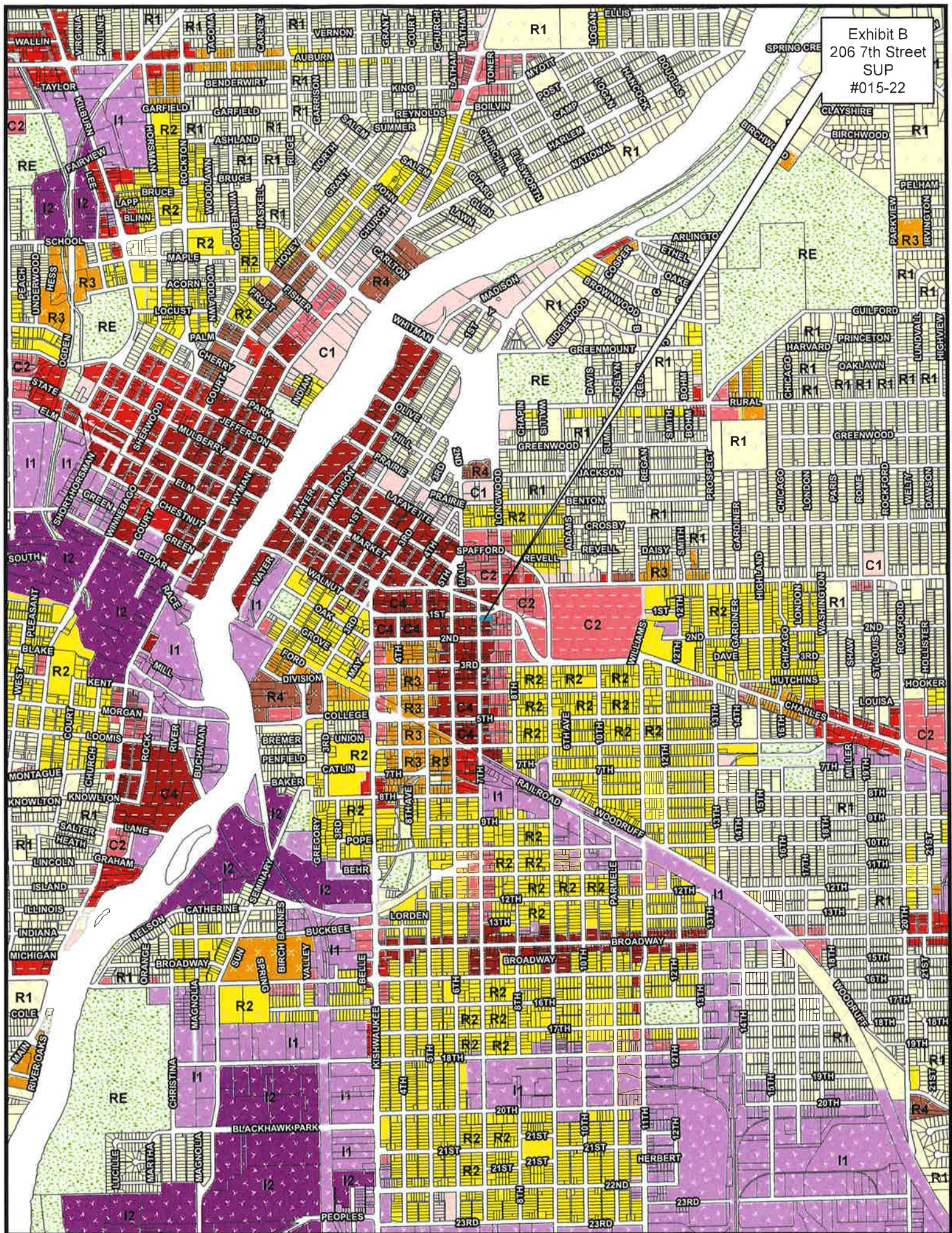
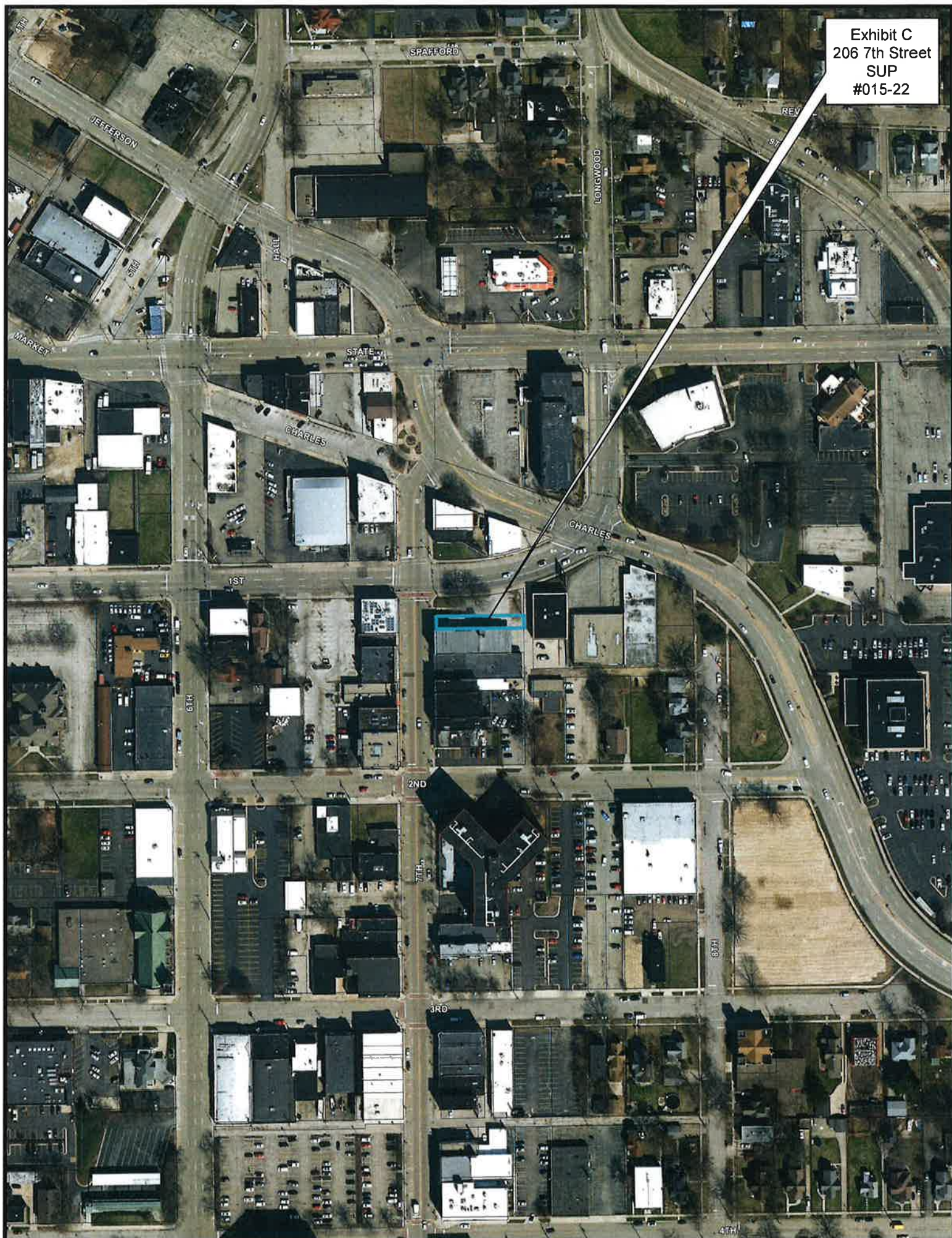


Exhibit C
206 7th Street
SUP
#015-22





206 7th St
North facing



Wall: 206 7th Street & 208 7th Street (North facing)

Artist: Jenny Ustick & Atalie Gagnet

Concept: Rockford Peaches Baseball – one cohesive project from the upper wall to the lower wall
– labeling the Midtown District

*examples of past work

